

# Moisture Mask

A hydrating mask to cleanse and moisturise

## Why should your customers use a mask?

A mask is simply an accelerated cleanser, toner and moisturiser all in one. Masks add moisture or absorb oils from the skin depending on what type of mask you use. They help refine the appearance of pores, dissolve impurities and tone the skin. The result is a soft, smooth complexion with improved texture and tone. It is a good idea to always follow your mask with a moisturiser or night cream to help maintain a good moisture balance.

## Dry Skin

Although formulated for all skin types, this mask is particularly effective for dry skin as it works by adding moisture. When your customer's skin feels dryer than usual and needs extra moisture, this rich, luxurious mask will gently cleanse and moisturise. So skin feels noticeably softer and smoother.

## How to identify customers with Normal to Dry skin

- Dull surface appearance
- Fine lines visible around the eyes and lips
- Skin feels tight and sensitive in harsh weather conditions

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## Key Benefits

- Cleanses
- Soothes and moisturises
- Helps improve complexion
- Suitable for all skin types, but particularly suitable for dry skin
- With Vitamins A, C and E

## Key Ingredient Properties:

### Vitamin A

Helps improve moisture content and lift away dry surface cells.

### Vitamin C

A powerful antioxidant, vitamin C is a key component in collagen production. It has been shown to help reduce the appearance of blemished skin and support the natural defences of the skin.

### Vitamin E

Helps to protect the skin's moisture barrier and promotes the well being of the skin.

### Willowherb Extract

Works as a natural skin exfoliant, to help cleanse pores.

### Codiavelene BG

Provides immediate, long-lasting and deep hydration to all layers of the skin.

### Shea Butter

Moisturises while maintaining the elasticity of the skin.

## Ingredients

Vitamin A, C and E, Willowherb Extract, Codiavelene BG, Shea Butter, Avocado and Lavender Oil, Cucumber Extract, Grapefruit Peel Oil

USAGE: Smooth liberally over clean, dry skin. Leave on for up to 20 minutes. Rinse well with warm water. Follow with toner.

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